

# **Gifu Sustainable Tourism Observatory**

## **2025 Annual Report**



**INSTO**

International Network  
of Sustainable Tourism  
Observatories

**GIFU** Timeless Japan,  
Naturally an Adventure

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# 1 Events in 2025

In 2025, as a result of our continuous efforts since the COVID-19 pandemic to “create the world’s choice sustainable tourist destination,” the total number of overnight foreign guests (preliminary figures) reached a record high of approximately 1.99 million (a 20.5% increase compared to 2019), maintaining a strong performance.

Furthermore, in order to continue to be the world’s choice tourist destination, we have been promoting region-wide initiatives based on international standards for sustainable tourism.

## A Report Meeting on Initiatives in the “NEXT GIFU HERITAGE” Certified Areas (March 2026)

Conducting achievement reports by certified regions and exchanging opinions with certification committee members.



## GSTC Sustainable Tourism Training Program (December 2025)

To nurture personnel who will lead sustainable tourism in this prefecture, we held a training program to deepen understanding of sustainable tourism concepts and international standards.



Fieldwork in the Nagara River Basin (Green Destinations Top 100 Stories 2021)

# 2 Monitoring Indicators

## 2.1 Destination's Economic Benefits (Overall)

The number of overnight visitors within the prefecture has been on an upward trend since the COVID-19 pandemic, but in 2025 it was 8.12 million, a 2.9% decrease compared to last year's record high (a 0.8% decrease nationwide). Domestic visitors accounted for 4.8% of this decrease (a 3.8% decrease nationwide).

Tourism consumption in 2024 reached a record high of ¥401.3 billion (up 31.8% year-on-year), driven by increases in the number of overnight visitors and higher accommodation fees.

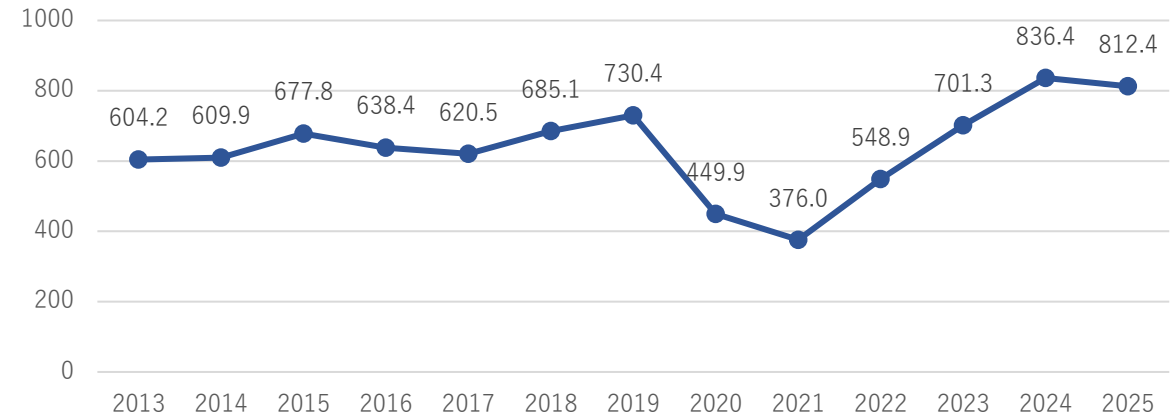
Day trip: 3,805 yen (2023) → 3,758 yen (2024)  
(-1.2% year-on-year)

(+7.6% from 2019)

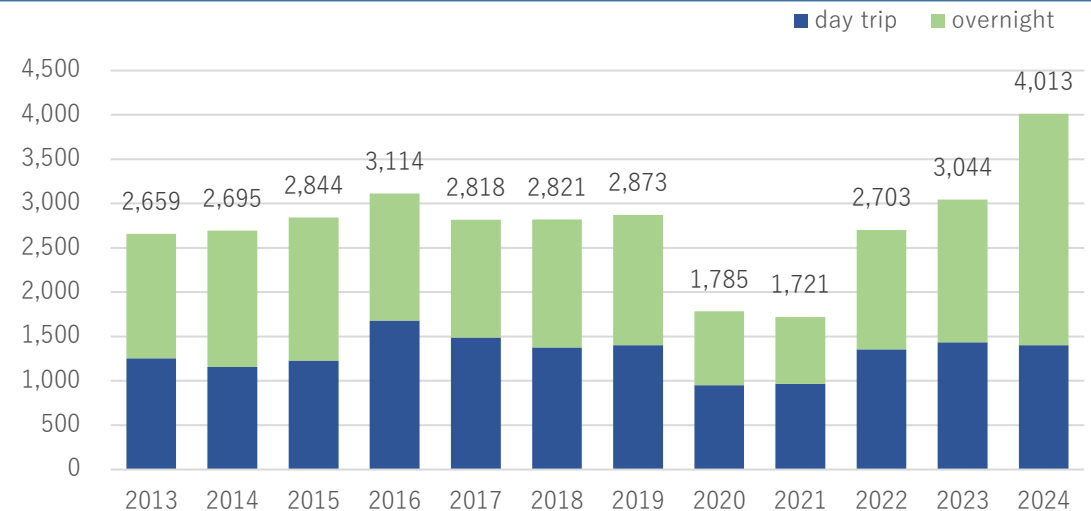
Overnight: 27,080 yen (2023) → 35,219 yen (2024)  
(+30.1% year-on-year)

(+47.8% from 2019)

Number of overnight guests (total) (10,000 people)



Tourism consumption (total) (100 million yen)



## 2.1 Destination's Economic Benefits ( Inbound )

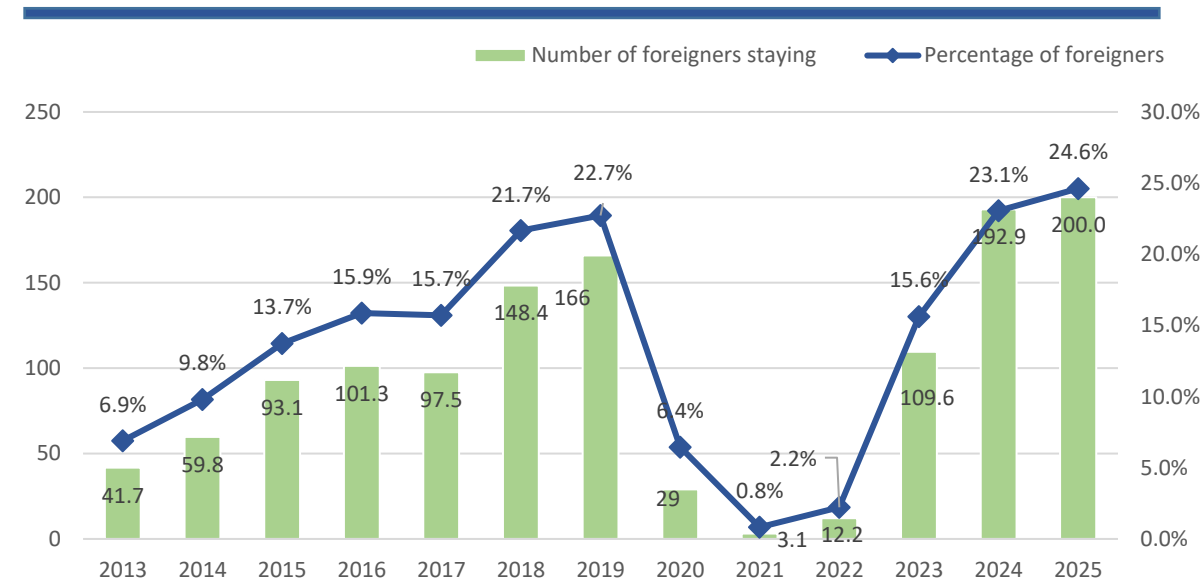
In 2025, while Japan saw a record high in the number of total foreign overnight guests, our prefecture also reached a record high of approximately 1.99 million (preliminary figures)(up 3.7% year-on-year).

By country, all countries except China exceeded 2019 level, receiving more tourists from Europe, the U.S., and Australia. The inbound ratio (24.6%) ranked 8th highest nationwide.

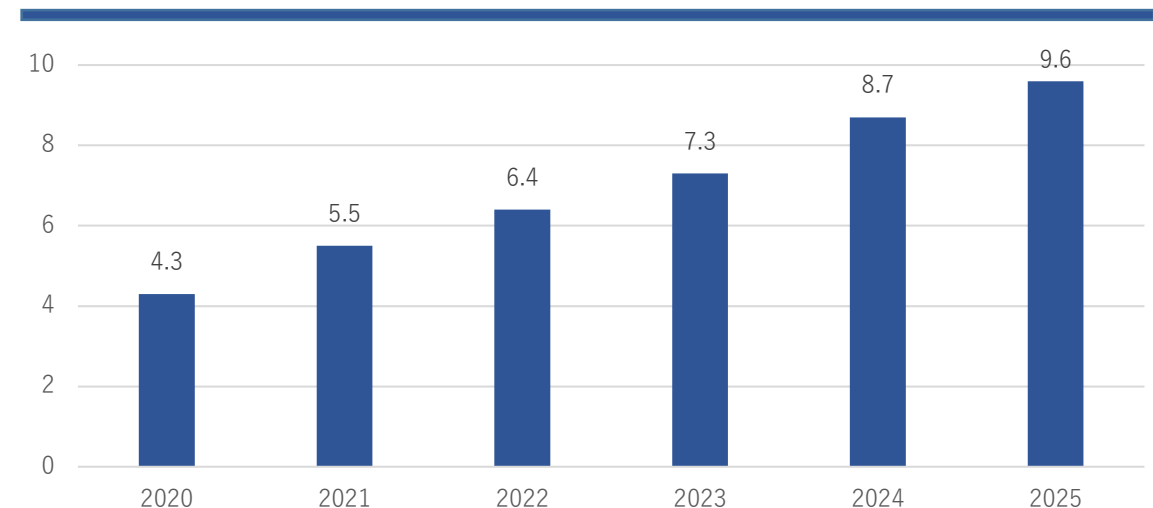
The average spending per inbound tourist in 2024 increased by 34% compared to 2019, driven by a higher proportion of visitors from Europe, the U.S., and Australia, who tend to have higher spending levels.

Furthermore, the number of registered users on the prefecture's foreign-language social media accounts has been steadily increasing, suggesting potential for further growth in tourist arrivals.

Number of foreign overnight guests (total) (10,000 people)



Number of followers and subscribers on Gifu Prefecture's official tourism social media accounts (foreign languages) (10,000 PV)



# 2.1 Destination's Economic Benefits

Item	Indicators	Initial Value	2020	2021	2022	2023	2024	2025	Target Value ("—"if not applicable)	Data Source
Number of Visitors	Number of visitors (actual number) total	47,995,000(2019)	34,511,000	38,416,000	42,626,000	43,649,000	44,698,000	—	53,000,000(2027)	Gifu Prefecture Tourism, Culture and Sports Policy Division, "Tourism Visitors Statistical Survey"
	Number of visitors (actual number) day trip	41,820,000(2019)	30,948,000	35,047,000	37,565,000	37,708,000	37,282,000	—	—	#
	Number of visitors (actual number) overnight	6,175,000(2019)	3,563,000	3,369,000	5,061,000	5,940,000	7,416,000	—	—	#
	Number of visitors (total number) overnight (preliminary figures for 2025)	7,304,000(2019)	4,499,000	3,760,000	5,489,000	5,940,000	8,364,000	8,124,000	—	Japan Tourism Agency, "Overnight Travel Statistics Survey"
	Number of visitors (actual number) overnight (preliminary figures for 2025)	6,236,000(2019)	3,756,000	3,033,000	4,524,000	5,592,000	6,773,000	6,588,000	—	#
	Number of accommodations (preliminary figures for 2025)	1,072(2019)	1,086	1,063	1,105	1,103	1,201	1,152	—	#
	Accommodation capacity occupancy rate (preliminary figures for 2025)	36.8%(2019)	20.4%	17.4%	24.9%	30.0%	33.3%	34.3%	—	#
	Number of visitors to events (total number)	9,354,000(2019)	577,000	748,000	3,388,000	6,239,000	6,428,000	—	—	Gifu Prefecture Tourism, Culture and Sports Policy Division, "Tourism Visitors Statistical Survey"
Number of international conferences held	13 (2019)	0	0	1	4	5	—	—	Japan National Tourism Organization, "International Conference Statistics"	
Economic Impact of Tourism	Economic ripple effect on production	410,270,000,000 yen(2019)	260,120,000,000yen	250,270,000,000yen	394,380,000,000yen	445,020,000,000yen	608,100,000,000yen	—	—	Gifu Prefecture Tourism, Culture and Sports Policy Division, "Tourism Visitors Statistical Survey"
	Tourism Consumption (total)	293,280,000,000yen(2019)	178,450,000,000yen	172,140,000,000yen	270,250,000,000yen	304,360,000,000yen	401,270,000,000yen	—	360,000,000,000yen (2027)	#
	Tourism Consumption (day trip)	146,130,000,000yen(2019)	95,090,000,000yen	96,430,000,000yen	135,650,000,000yen	143,490,000,000yen	140,090,000,000yen	—	—	#
	Tourism Consumption (overnight)	147,150,000,000yen(2019)	83,360,000,000yen	75,710,000,000yen	134,600,000,000yen	160,870,000,000yen	261,180,000,000yen	—	—	#
	Tourism Consumption per capita (total)	6,111yen (2019)	5,171yen	4,481yen	6,340yen	6,973yen	8,977yen	—	—	#
	Tourism consumption per capita (day trip)	3,494yen (2019)	3,073yen	2,751yen	3,611yen	3,805yen	3,758yen	—	—	#
	Tourism Consumption per capita (overnight)	23,830yen (2019)	23,394yen	22,473yen	26,594yen	27,080yen	35,219yen	—	—	#
Inbound Trends	Number of inbound visitors (total number)(preliminary figures for 2025)	1,660,000(2019)	290,000	31,000	122,000	1,096,000	1,929,000	1,999,000	2,000,000(2027)	Japan Tourism Agency, "Overnight Travel Statistics Survey"
	Percentage of inbound visitors among all visitors (total number) (preliminary figures for 2025)	22.7% (2019)	6.44%	0.82%	2.21%	15.62%	16.54%	24.62%	—	#
	Tourism consumption per capita	29,000yen (2019)	Survey not conducted due to corona			County-by-county survey not yet conducted	42,000yen (April-December)	39,000yen	—	—
Promotional Effects	Number of accesses to the "Gifu Travel Guide", Gifu Prefecture's website for Japanese※	3,266,000(FY2022)	2,965,000	3,266,000	5,925,000	6,368,000	6,129,000	4,514,000 (April-December)	6,500,000(FY2026)	Gifu Prefecture Tourism Federation
	Number of pageviews to "Visit GIFU," Gifu Prefecture's website for foreigners	410,000PV (2022)	130,000PV	280,000PV	410,000PV	1,070,000PV	1,260,000PV	990,000PV	—	Gifu Prefecture Tourism Promotion Division
	Number of inflows through natural search on "Visit GIFU"	83,000 (2022)	24,000	39,000	83,000	338,000	438,000	388,000	—	#
	Gifu Prefecture Tourism Official SNS Cumulative Number of Followers and Channel Registrations-Japanese (Facebook, Instagram, Twitter, Youtube)※	Total 26,000 (as of the end of FY2022)	Total19,000	Total21,000	Total26,000	Total36,000	Total47,000	Total48,000 (April-December)	—	Gifu Prefecture Tourism Federation
	Gifu Prefecture Tourism Official SNS Cumulative Number of Followers and Channel Registrations -English, Traditional Chinese, Thai, Indonesia (Facebook, Instagram, Youtube)	Total64,000 (as of the end of FY2022)	Total43,000	Total55,000	Total64,000	Total73,000	Total87,000	Total96,000	—	Gifu Prefecture Tourism Promotion Division
Visitor Satisfaction	Visitor satisfaction (overall) 5-point scale※	4.28 (FY2020)	4.28	4.35	4.33	4.37	4.39	—	4.39 (FY2026)	Gifu Prefecture Tourism Federation
	Percentage of repeaters ※	94.2% (FY2021)	94.7%	94.2%	91.4%	87.5%	86.4%	—	92.3% (FY2026)	#

※1 Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

# 2.2 Employment

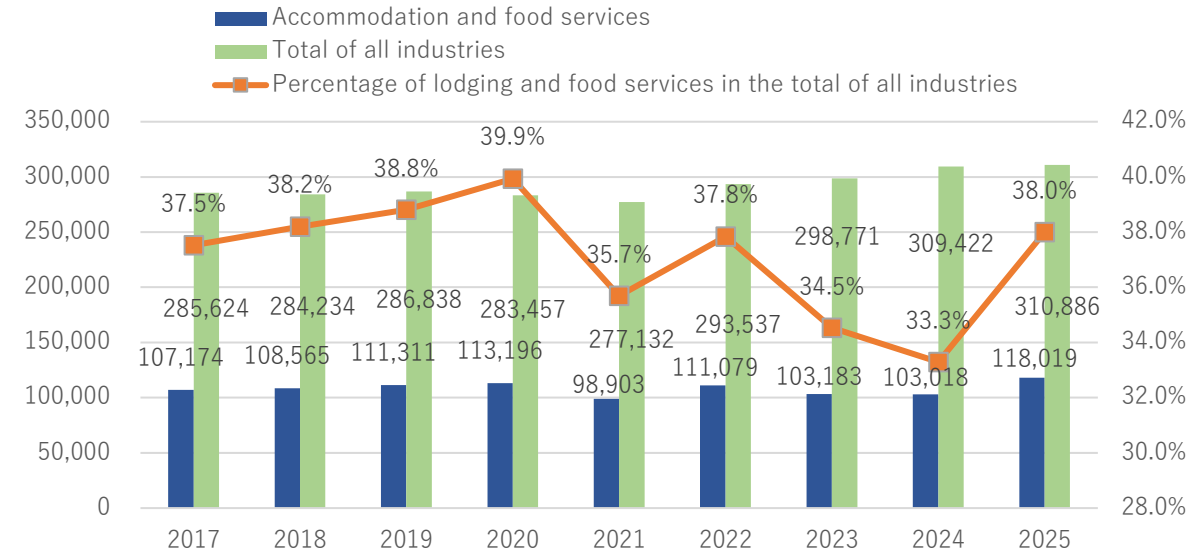
In 2025, the total cash wages paid to all employees in our prefecture’s tourism industry (accommodation and food service industries) amounted to 38.0% of the total wages across all industries. Total wages across all industries increased by 0.5% year-on-year—marking the fourth consecutive year of growth—wages in the tourism industry had been on a downward trend in recent years; however, in 2025, they rose by 14.8% year-on-year, marking the first increase in three years.

The ratio of effective job openings-to-applicants remained high compared to the average ratio for all industries. In 2023, when tourism demand recovered, the opening-applicant ratio for “hospitality and serving occupations” was the highest in the past five years, but it showed signs of stabilizing in 2024.

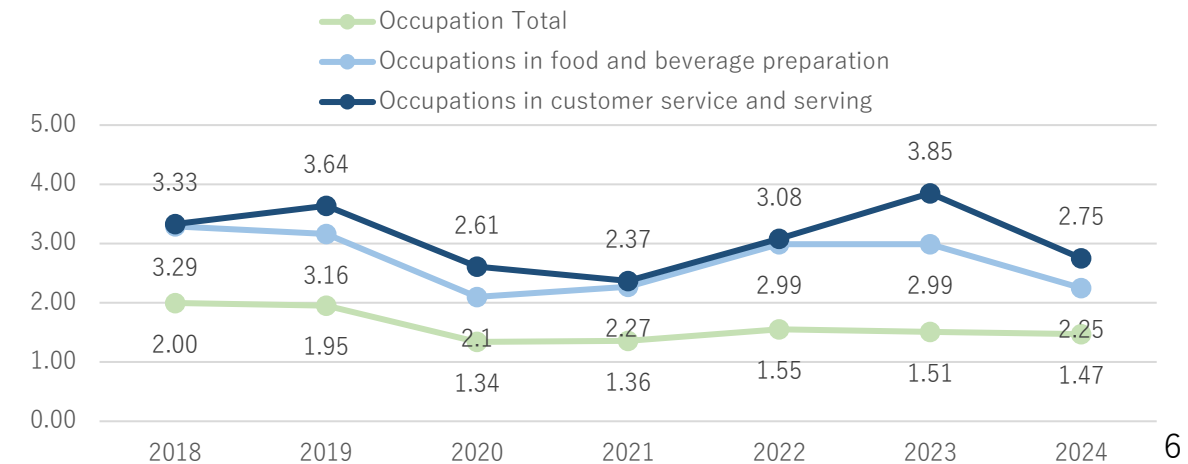
It remains necessary to continue promoting initiatives to secure human resources and improve profitability of the tourism industry.

In FY2025, in order to support employment in the tourism industry, we conducted outreach lectures and company information sessions to promote the appeal of working in the tourism industry at universities with tourism departments, thereby facilitating matching of human resources and businesses. Furthermore, subsidies were provided to tourism-related businesses for the production of promotional videos highlighting the appeal of working within the prefecture’s tourism industry.

Gross cash wages per capita (monthly, annual average, establishment size of 5 or more): yen



Jobs-to-applicants ratio



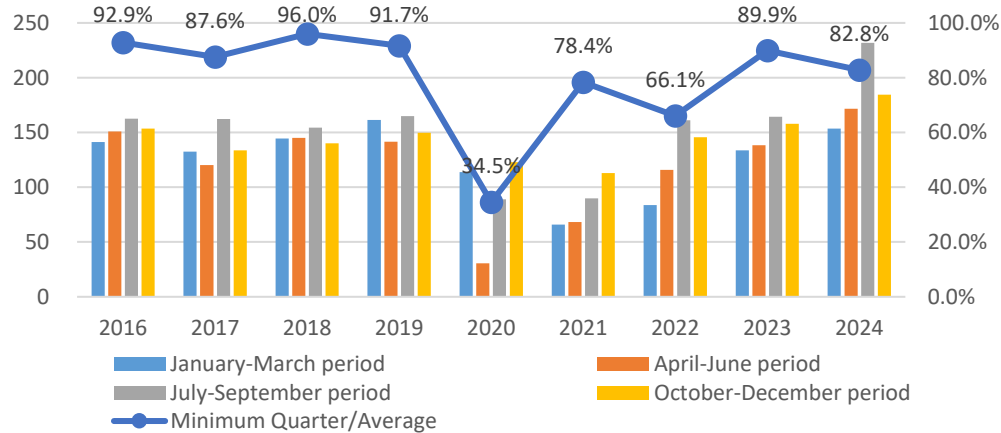
## 2.2 Employment

Item	Indicators	Initial Value	2020	2021	2022	2023	2024	2025	Target Value ("-"if not applicable)	Data Source
Impact of Tourism on Employment	Employment Induced Effects of Tourism Consumption	35,588(2019)	22,868	22,471	35,576	40,243	63,458		—	Gifu Prefecture Tourism, Culture and Sports Policy Division, "Tourism Visitors Statistical Survey"
	Number of establishments of "Accommodation and food services", percentage of all establishments	10,763/11.3%(2021)	—	10,763/11.3%	—	—	—	—	—	Ministry of Internal Affairs and Communications and Ministry of Economy, Trade and Industry "Economic Census 2021"
	Number of workers of "Accommodation and food services", percentage of all workers	56,833/5.6% (2015)	55,724/5.4%	—	—	—	—	—	—	Ministry of Internal Affairs and Communications, "National Census"
Labor Shortage	Job turnover rate of "Accommodation and food services"	25.6% (2021)	26.9%	25.6%	26.8%	26.6%	25.1%	—	—	Ministry of Health, Labour and Welfare, "Survey on Employment Trends"
	Jobs-to-applicants ratio of "Food and Beverage Preparation Occupations"	2.99times(2022)	2.10 times	2.27 times	2.99 times	2.99 times	2.25 times	—	—	Gifu Labour Bureau, "General Employment Placement Status"
	Jobs-to-applicants ratio of "Customer service and serving occupations"	3.08times(2022)	2.61 times	2.37 times	3.08 times	3.85 times	2.75 times	—	—	"
Labor Profitability	Labor profitability (GDP/number of workers in "Accommodation and food services"), with the average for all industries set at 100	3,866,000yen/49.0% (2019)	2,400,000yen /31.0%	2,009,000yen /25.0%	2,419,000yen /29.3%	3,125,000yen /37.4%	—	—	—	Gifu Prefecture Statistics Division, "Prefectural Accounts"
Wage level	Gross cash wages per capita of "Accommodation and food services" (monthly, annual average, establishment size of 5 or more), with the average for all industries set at 100	111,311yen/38.8% (2019)	113,196yen /39.9%	98,903yen /35.7%	111,079yen /37.8%	103,183yen /34.5%	103,018yen /33.3%	118,019yen /38.0%	—	Gifu Prefecture Statistics Division, "Monthly Labour Survey"
	Total cash wages per general worker (accommodation and food services industry) (monthly, annual average, business size of 5 or more workers), with all industries as 100	274,886yen/71.5% (2019)	247,045yen /65.6%	228,693yen /60.7%	293,540yen /75.3%	283,704yen /70.0%	252,811yen /61.1%	280,971yen /66.3%	—	"
Employment of People with Disabilities	Actual employment rate of people with disabilities in all businesses	2.35% (2022)	2.17%	2.25%	2.35%	2.47%	2.53%	2.52%	2.70% (2027)	Gifu Labour Bureau, "Employment Status of People with Disabilities"
	Actual employment rate of people with disabilities in "Accommodation and food services"	1.89% (2022)	1.85%	1.99%	1.89%	2.00%	2.36%	2.08%	—	"

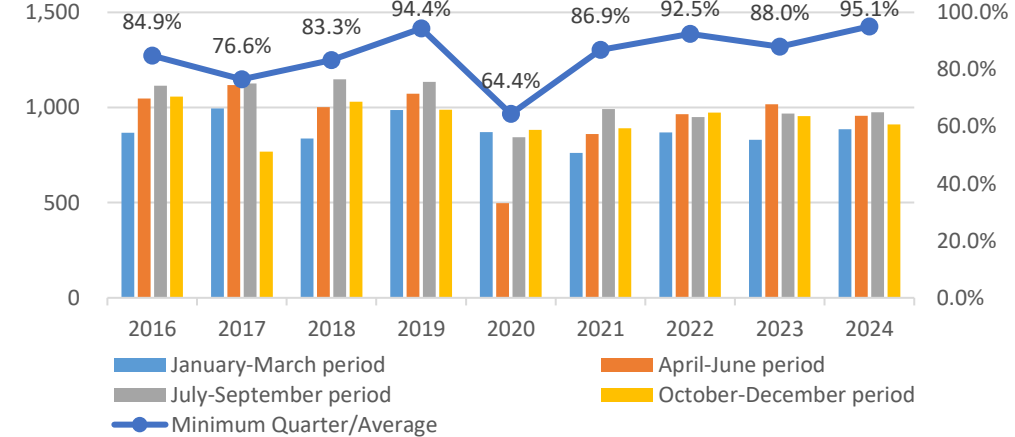
## 2.3 Tourism Seasonality

There have been recent fluctuations in tourist arrivals such as the downturn due to the outbreak of COVID-19 (2020-May 2023), travel discount campaigns such as National Travel Support (2020-2023), and the increase due to the change in the categorization of COVID-19 infection under the Infectious Disease Law (May 2023). While comparisons are difficult, visitor numbers during the typically quiet winter season appear to be stabilizing, supported by robust inbound demand.

Number of overnight guests (actual number):  
10,000 people



Number of day trip guests (actual number):  
10,000 people



”Minimum Quarter/Average”  
The ratio of the number of visitors in the quarter with the lowest number of visitors to the average number of tourist visitors. The higher the number, the smaller the difference in the number of visitors due to seasonality.

Item	Indicators	Initial Value(2019)	2020	2021	2022	2023	2024	2025	Target Value ("-"if not applicable)	Data Source
Seasonal variations in tourism	Ratio of minimum number of visitors per quarter to the average -day trip (actual number)	94.4% [Jan-Mar]	64.4% [Apr-Jun]	87.0% [Jan-Mar]	92.5% [Jan-Mar]	88.0% [Jan-Mar]	95.1% [Jan-Mar]	-	-	Gifu Prefecture Tourism, Culture and Sports Policy Division, "Tourism Visitors Statistical Survey"
	Ratio of minimum number of visitors per quarter to the average -overnight (actual number)	91.7% [Apr-Jun]	34.4% [Apr-Jun]	78.4% [Jan-Mar]	66.1% [Jan-Mar]	89.9% [Jan-Mar]	82.8% [Jan-Mar]	-	-	"
	Ratio of minimum number of visitors per month to the average - overnight (total number)	85.6% [June]	29.5%[May]	60.1%[June]	53.7%[February]	79.1%[January]	81.6%[January]	78.9%[June]	-	Japan Tourism Agency, "Overnight Travel Statistics Survey"
	Ratio of minimum number of inbound visitors per month to the average -overnight (total number)	72.5% [September]	2.0% [May]	37.3%[October]	4.3%[March]	60.8%[February]	72.0%[January]	68.7%[June]	-	"
	Ratio of minimum accommodation capacity occupancy rate per month to the average (total number)	86.1% [June]	32.7%[May]	62.7%[June]	59.2%[February]	78.7%[January]	83.2%[January]	83.4%[June]	-	"

## 2. 4 Local Satisfaction with Tourism

A satisfaction survey on tourism was conducted among local residents.

Number of respondents: 926

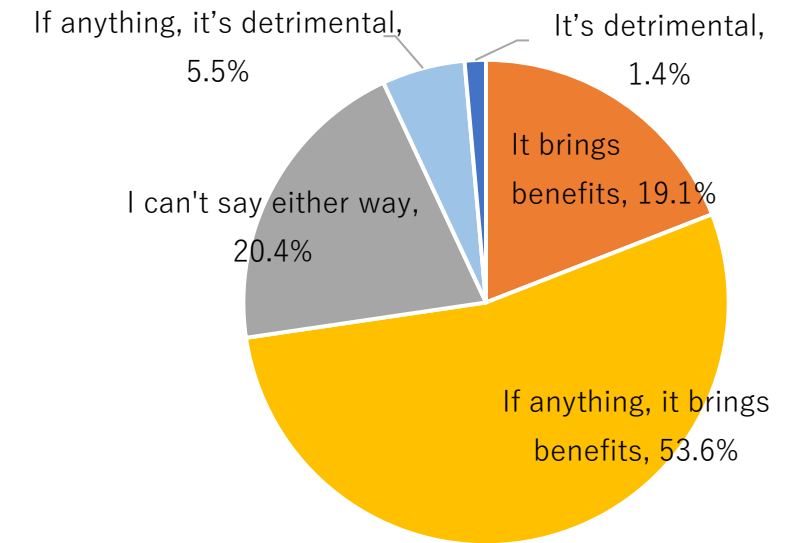
Survey period: June 20 – July 14, 2025

Survey target: Prefectural residents  
(Prefectural Government Monitor)

When asked “Do you think tourism is beneficial or detrimental to your region (municipality)?” 72.7% of all respondents answered “beneficial” or “somewhat beneficial,” an increase of 5.1 percentage points from the previous year. This indicates that more than three-quarters of all respondents believe tourism is beneficial to their region.

In 2025, when a similar survey was conducted for the first time targeting tourism businesses, 92.8% responded that tourism is beneficial to the region, more than 20 percentage points higher than residents’ perceptions.

### Perception on benefits and disadvantages of tourism promotion



Item	Indicators	Initial Value	2020	2021	2022	2023	2024	2025	Target Value ("-"if not applicable)	Data Source
Livelihood Satisfaction	Local satisfaction with livelihood (Percentage of "fully satisfied" and "generally satisfied") ※	49.1% (FY2023)	53.0%	53.7%	49.1%	46.1%	45.7%	44.0%	53.7%(2027)	Gifu Prefecture Public Relations Division, "Prefectural Public Opinion Survey"
Inflow/outflow of population	Population Inflows and Outflows in Social Dynamics	-6,360 (2021)	-4,761	-6,360	-1,381	-287	-650	874	—	Gifu Prefecture Statistics Division, "Vital Statistics"
	Number of migrants ※	1,696(FY2022)	1,752	1,696	1,531	1,792	1,731	—	7,000(Cumulative total for FY2020-FY2024) 8,000(Cumulative total for FY2024-FY2028)	Gifu Prefecture Regional Development Division
Recognition of benefits and disadvantages of tourism promotion	Benefits from tourism (% of "benefits" and "somewhat benefits")	67.6%(2024)	—	—	—	—	67.6%	72.7%	—	Gifu Prefecture Public Relations Division, "Prefectural Government Monitor Questionnaire 'Resident Attitude Survey on Tourism in Gifu Prefecture'"

※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

# 2.5 Governance

## 「NEXT GIFU HERITAGE」 Approaches in Certified Areas

In 2023, two areas within the prefecture were designated as Gifu Future Heritage sites. Over a three-year period (2023–2025), focused support was provided for initiatives to improve the region’s hospitality infrastructure and enhance its appeal. Working together as a unified region toward the goal of becoming the “world’s choice sustainable tourist destination,” these efforts led to the establishment of a sustainable tourism foundation and applications for international certifications.

● Hida–Osaka region (The land of natural wonders ~ Hida–Osaka waterfalls and hot springs)

We formulated a tourism town development plan and a waterfall tour grand design. Through regional consensus-building, we secured funding by raising environmental maintenance cooperation fees, addressed labor shortages by introducing collection equipment and worked on improving secondary transportation and developing local products. This led to development into a destination for extended stays featuring lodging, experiences, and consumption. Recognition and overnight visitor numbers increased. We applied for Best Tourism Village in 2025.



Vending Machines for Collecting Environmental Maintenance Cooperation Fees

● Ena Iwamura region (The land of timeless history ~ visit Ena Iwamura’s mountain castle ruins, old town, and rural scenery)

“Travel as if you were living and learning there.” is our tourism concept. We created an environment where local values can be shared with residents and tourists alike. Through resident-participation workshops and other initiatives, we are articulating the region’s value. Also, in 2026, we applied for inclusion in the Green Destination Top 100 Storie. We are developing experiential content based on these stories, training guides, and establishing hubs to form the foundation for a “long-stay, experience-based museum park.”



Study session on sustainable tourism involving residents and tourism businesses

**ABOUT**  
**「NEXT GIFU HERITAGE」**  
 A system to certify regions and tourism programs that are expected to become the world’s choice destination based on unique certification criteria that incorporate the GSTC-D international index for sustainable tourism.

Item	Indicators	Initial Value	2020	2021	2022	2023	2024	2025	Target Value ("-"if not applicable)	Data Source
Governance using indicators	Number of "NEXT GIFU HERITAGE"	0 (2022)	-	-	0	2	2	2	—	Gifu Prefecture Tourism, Culture and Sports Policy Division
	Number of regions selected for Green Destinations Top 100 Stories (cumulative total)	3 regions (2022)	1 region	2 regions	3 regions	3 regions	3 regions	3 regions	—	"
Stakeholder engagement	Number of members of Gifu Prefecture Tourism Federation (organizations)	571 (2022)	588	583	571	569	557	—	—	Gifu Prefecture Tourism Federation
	Number of members (companies and organizations) of SDGs Promotion Network ※	1,166 (FY2023)	639	924	1,166	1,598	2,039	2,299 (As of Dec. 8)	1,650 (FY2026)	Gifu Prefecture SDGs Promotion Division

※ Indicators measured in the fiscal year (April–March). FY2021 is from April 2021 to March 2022.

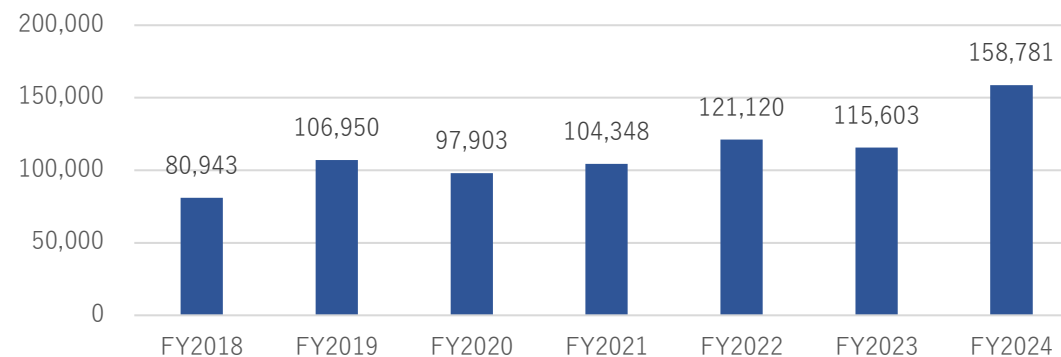
## 2.6 Accessibility

The number of visitors to “Furatto Tabi Gifu,” a website providing universal tourism information for Gifu Prefecture, is on the rise.

In 2023, we conducted a survey on universal tourism to understand the needs of people with disabilities, the elderly, and their caregivers. Based on the results, we redesigned our website in 2024, achieving record-high page views.

Additionally, we held a seminar for tourism businesses within the prefecture to learn about measures that tourist destinations should routinely implement to protect the safety of all visitors—including the elderly, persons with disabilities, and foreign nationals—from the frequent natural disasters occurring in recent years.

Number of views of Gifu Prefecture’s accessible tourism website “Furatto-Tabi-Gifu” : PV



Furatto-Tabi-Gifu Website



Seminar on the Promotion and Expansion of Universal Tourism (February 9–10, 2026)

Item	Indicators	Initial Value	FY2020	FY2021	FY2022	FY2023	FY2024	Target Value ("-"if not applicable)	Data Source
Dissemination of accessible tourism and improvement of reception environment	Number of views of Gifu Prefecture’s accessible tourism website ※1	104,348PV (FY2022)	97,903PV	104,348PV	121,120PV	115,603PV	158,781PV	—	Gifu Prefecture Tourism, Culture and Sports Policy Division
	Number of tourism-related facilities listed on the Gifu Prefecture accessible tourism website ※1	249 (FY2023)	249 ※2	249 ※2	249 ※2	261	259	—	”

※1 Indicators measured in the fiscal year (April–March). FY2021 is from April 2021 to March 2022. ※2 No increase or decrease due to the fact that barrier-free surveys of tourist facilities could not be conducted due to the Covid-19 pandemic.

## 2.7 Cultural Preservation

During the Osaka-Kansai Expo held in 2025, “Gifu Prefecture Day” was held over two days, June 9 and 10, at the EXPO Hall “Shine Hat.” The event featured traditional performing arts from across the prefecture, including folk dances, local Kabuki, and festival music, as well as a demonstration of the traditional cormorant fishing technique known as “Ukai.”

Over the two days, approximately 18,000 people from Japan and abroad attended. Notably, during the “Gujo Odori” performance, junior high school students danced alongside a local preservation society, and after receiving instruction, visitors also joined the circle of dancers, creating a participatory and interactive event. Throughout the event, visitors were given the opportunity to directly experience the prefecture’s culture, while the younger generation, who are carrying on these traditional performing arts, gained experiences that deepened their attachment and pride.

This helped promote understanding of the prefecture’s diverse and rich culture, showcase its appeal, and foster momentum for its preservation and transmission.



※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

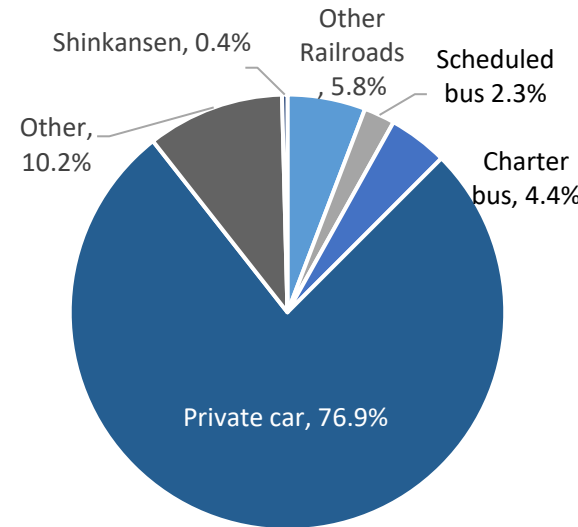
Item	Indicators	Initial Value	2020	2021	2022	2023	2024	2025	Target Value ("-"if not applicable)	Data Source
Preservation of traditional arts	Number of Ji-kabuki preservation groups ※	32 (FY2023)	32	32	32	32	32	32	—	Gifu Prefecture Cultural Heritage Division
	Number of Ningyo joruri (Bunraku) preservation groups ※	6(FY2023)	6	6	6	6	6	6	—	〃
	Number of Noh Kyogen preservation groups ※	1(FY2023)	1	1	1	1	1	1	—	〃
	Number of Shishishibai preservation groups ※	6 (FY2023)	6	6	6	6	6	6	—	〃
	Number of participants in Ji-kabuki and Bunraku/Noh experience classes ※	5,223(FY2023)	2,998	3,856	5,223	6,992	7,954	—	9,000(FY2028)	〃
Utilization of Cultural Heritage	Number of participants in the paper-making experience at the Mino Washi no Sato Hall ※	6,969 (FY2020)	6,969	9,906	15,354	16,277	30,174	—	—	Gifu Prefecture Local Industry Promotion Division
	Number of M-brand certified products	344 (as of Feb.2023)	298	332	344	380	419	440 (at the end of Nov.)	—	〃
	Independence of young successors of Mino Washi	5 (2022)	3	3	5	6	6	6 (at the end of Nov.)	—	〃
Preservation of World Agricultural Heritage	Number of participants in the traditional fishing experience course in Seki City	24 (2018)	0(not held due to COVID-19)	8	36	24	—	—	30 (2023)	Gifu Prefecture Satokawa Promotion Division
	Number of Cormorant Boat Carpenters	1 (2018)	1	4	4	4	—	—	3 (2023)	〃
	Haul of Ayu fish	342t (2021)	321t	342t	312t	404t	421t	—	350t (2027)	Gifu Prefecture Satokawa Promotion Division, "Fisheries Development Plan"

## 2.8 Energy Management

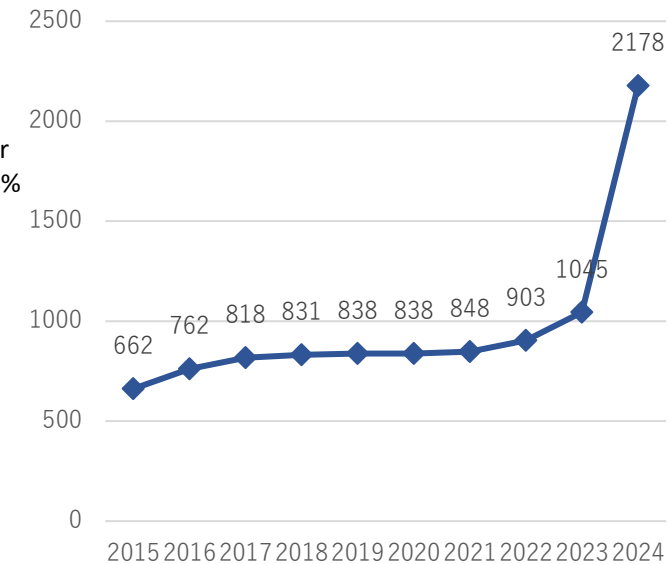
Private cars account for approximately 80% of tourist transportation in this prefecture. To reduce the environmental impact of travel, efforts to expand charging infrastructure for electric vehicles are accelerating. Thanks to increased national subsidies and other factors, the number of charging stations installed in FY2024 rose significantly, far exceeding the target set for FY2025.

In addition to the perspective of countering global warming, it is necessary to continue promoting the expansion of generation and utilization of renewable energy utilizing regional resources from the perspective of strengthening energy supply as well.

Percentage of transportation used by tourists



Number of charging stations : units



Item	Indicators	Initial Value	2020	2021	2022	2023	2024	Target Value ("-"if not applicable)	Data Source
Reduced energy consumption	Final energy consumption ※	167.6PJ (FY2020)	162.5PJ	159.9PJ	160.4 PJ	—	—	143.0PJ (FY2025) 130.2PJ (FY2030)	Gifu Prefecture Energy Conservation and Renewable Energy Society Promotion Division, "Energy Vision"
	Final energy consumption in "Accommodation and food services" ※	4.6PJ (FY2020)	3.9PJ	4.4PJ	4.5PJ	4.1PJ	—	—	Agency for Natural Resources and Energy, "Energy Consumption Statistics by Prefecture"
Utilization of renewable energy	Renewable energy generation ※	9.73PJ (FY2022)	8.90PJ	9.73PJ	10.72PJ	11.90PJ	12.19PJ	13.88PJ (FY2025) 21.64PJ (FY2030)	Tariff Scheme Information Publication Website
	Renewable energy ratio (Renewable energy generation /Electricity consumption out of final energy consumption) ※	15.4% (FY2020)	16.8	18.6	20.5	—	—	31.5% (FY2025) 52.9% (FY2030)	Gifu Prefecture Energy Conservation and Renewable Energy Society Promotion Division, "Energy Vision"
Improved convenience for electric vehicles	Number of charging stations (cumulative) ※	848(FY2022)	838	848	903	1,045	2,178	1,880(FY2025)	"
	Number of hydrogen stations installed (cumulative) ※	6(FY2022)	6	6	6	6	6	11(FY2025)	"

※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

## 2.9 Water Resource Management

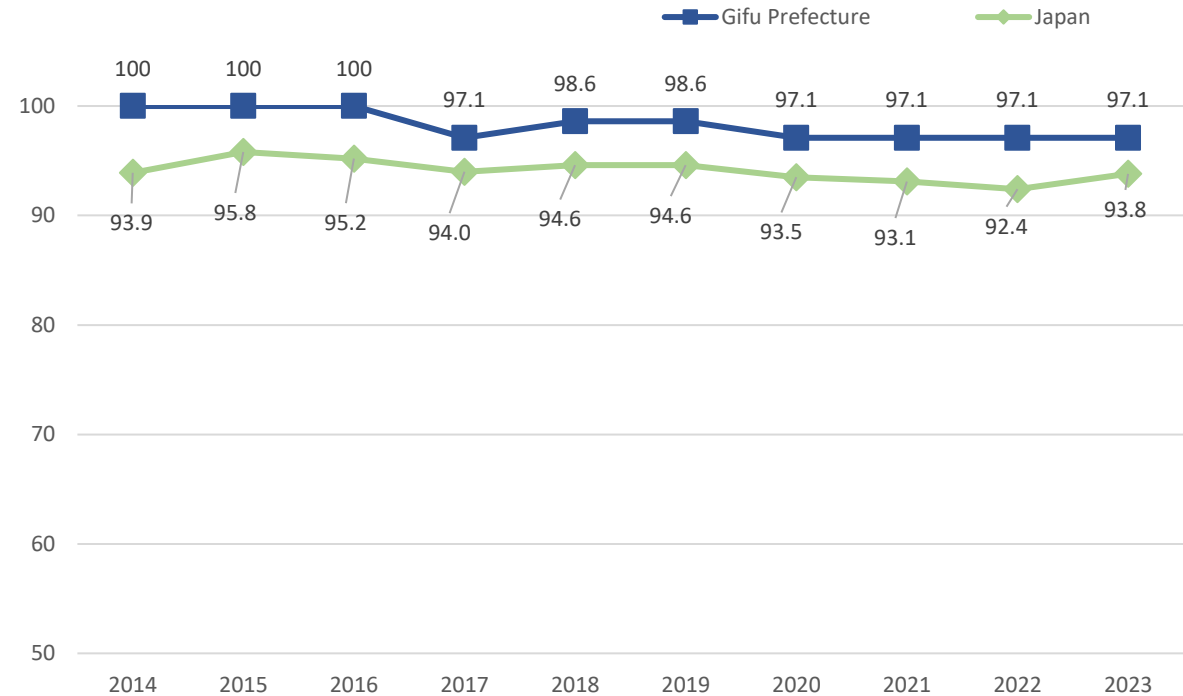
In this prefecture, water quality standards are generally met and good water quality is maintained across the 69 water bodies where water quality environmental standards are designated.

The percentage of locations meeting water quality environmental standards stands at 98.6%, a level higher than the national average. We aim to achieve 100% compliance by 2025 and will continue ongoing monitoring and provide guidance as necessary.

### River BOD (Biochemical Oxygen Demand)

The amount of oxygen required by microorganisms to break down contaminants in water. The higher the value, the more significant the water pollution. BOD is mainly used as a pollution indicator for rivers, and a value of 75% represents the water quality corresponding to the highest value under normal conditions.

Percentage of achievement of the environmental standard of 75% BOD for river water quality



Item	Indicators	Initial Value	2020	2021	2022	2023	2024	Target Value ("-"if not applicable)	Data Source
Water Quality Management	Percentage of achievement of the environmental standard of 75% BOD for river water quality ※	97.1% (FY2022)	97.1%	97.1%	97.1%	97.1%	98.6%	100%(FY2026)	Gifu Prefecture Environment and Citizen Support Policy Division, "The Sixth Gifu Prefecture Basic Environmental Plan"
Water Source Management	Designated water source area	269locations, 68,024ha(as of Mar.2023)	259locations ,57,893ha	264locations ,67,150ha	269locations ,68,024ha	274locations ,68,122ha	276locations ,68,495ha	—	Gifu Prefecture Forestry Preservation Division

※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

# 2.10 Sewage Treatment

In our prefecture, we have worked with municipalities to develop centralized treatment facilities and improve combined septic tanks installed by individuals. As a result, the sewage treatment coverage rate reached 94.4% in 2024, leaving 108,315 people without coverage.

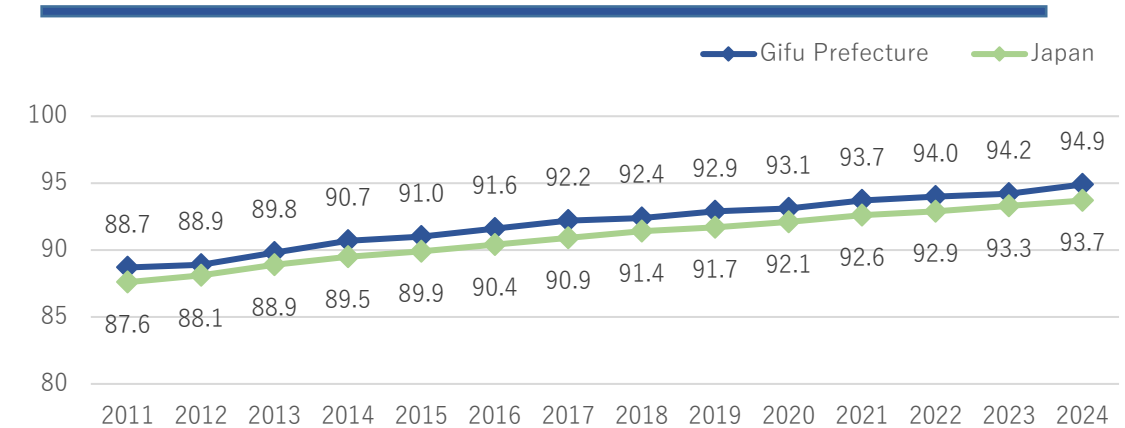
The sewage treatment coverage rate has generally remained at levels consistent with the annual numerical targets set in the Gifu Prefecture Sewage Treatment Facility Development Plan, indicating steady progress toward achieving the goals.

These figures are influenced by changes in social conditions, such as population decline. Therefore, we will collaborate with each municipality to conduct annual progress management.

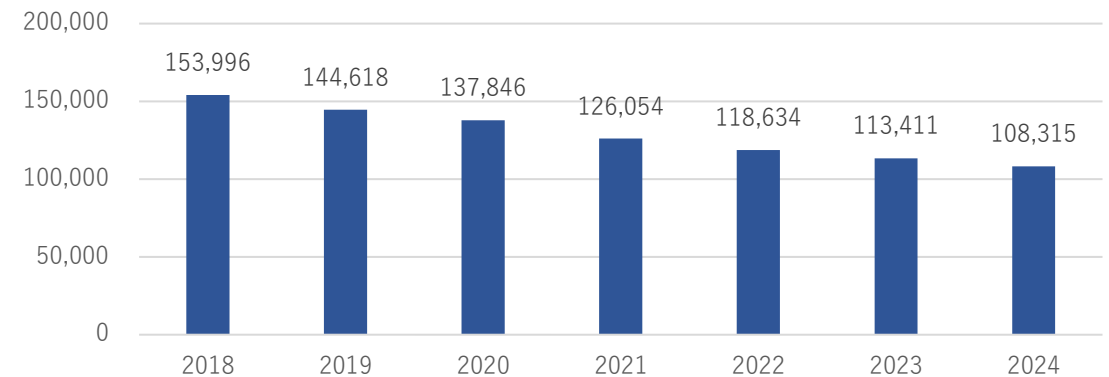
### Sewage treatment coverage rate:

Percentage of the population treated by sewage treatment facilities such as sewage systems, village collection treatment facilities, and septic tanks.

Sewage Treatment Coverage Rate: %



Uncovered population



Item	Indicators	Initial Value	2020	2021	2022	2023	2024	Target Value ("-"if not applicable)	Data Source
Wastewater management	Sewage treatment coverage rate Rate※	93.7% (FY2022)	93.1%	93.7%	94.0%	94.2%	94.4%	95%or more(FY2025)	Gifu Prefecture Sewer Development Division
	Uncovered population※	126,054(FY2022)	137,846	126,054	118,634	113,411	108,315	76,416(FY2025)	"

※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022. 15

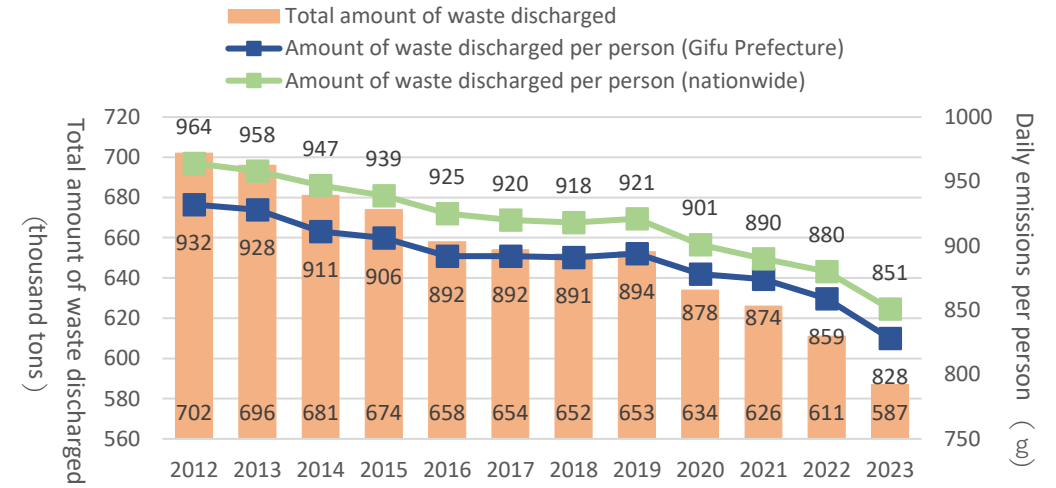
# 2.11 Solid Waste Management

The per capita daily waste generation in this prefecture has remained below the national average, and the total amount of waste generated has been decreasing year by year.

The number of registered businesses and stores for “Gifu Plastics Smart” exceeded the target value (for fiscal year 2025) as of fiscal year 2024. The number of registered accommodation and food service establishments increased by 17.8% compared to the previous fiscal year, indicating steady progress in plastic reduction efforts by businesses within the prefecture.

Additionally, we advanced the “Gifu Eat Up Movement” in collaboration with restaurants, accommodation facilities, and other establishments committed to reducing food waste, thus promoting food loss reduction with a focus on preventing its occurrence.

General waste discharge: 1,000 tons



Source: Gifu Prefecture General Waste Disposal Survey

Item	Indicators	Initial Value	2020	2021	2022	2023	2024	Target Value ("-"if not applicable)	Data Source
General waste	General waste discharge ※	696,000t (FY2019)	671,000t	658,000t	646,000t	622,000t	-	608,000 tons (FY2025) 548,000 tons (FY2030)	Gifu Prefecture Waste Management Policy Division, "The Third Gifu Prefecture Waste Disposal Plan", "Interim Review of the Third Gifu Prefecture Waste Disposal Plan"
	Amount of general waste recycled and recycling rate ※	162,000t, 23.3% (FY2019)	141,000t, 21.0%	134,000t, 20.4%	138,000t, 21.4%	135,000t, 21.7%	-	170,000 tons, 28% (FY2025) 142,000 tons, 26% (FY2030)	"
	Reduction through intermediate treatment of general waste ※	484,000t (FY2019)	483,000t	478,000t	462,000t	442,000t	-	396,000 tons (FY2025) 369,000 tons (FY2030)	"
	Final disposal of general waste ※	50,000t (FY2019)	47,000t	46,000t	46,000t	45,000t	-	42,000 tons (FY2025) 37,000 tons (FY2030)	"
Waste Reduction	Amount of food loss (business) ※	23,681t (FY2020)	22,537t	23,814t	23,644t	22,912t	-	22,100t (FY2026) 20,900t (FY2030)	Gifu Prefecture Gifu Citizens Support Division
	Number of municipalities cooperating in the "Gifu Eat Up Movement" ※	28 (FY2023)	16	24	28	29	33	42 (FY2030)	Gifu Prefecture Waste Management Policy Division, "The Third Gifu Prefecture Waste Disposal Plan", "Interim Review of the Third Gifu Prefecture Waste Disposal Plan"
	Number of businesses and stores cooperating in the "Gifu Eat Up Movement" ※	1,223 (FY2023)	456	705	1,223	1,396	1,400	1,500 (FY2030)	"
	Number of registered businesses and stores in Gifu Prefecture as "Gifu Plastics Smart" ※	1,055 (FY2023)	964	978	1,055	1,266	1,537	1,500 (FY2025) 2,000 (FY2030)	"
	Number of registered businesses and stores in Gifu Prefecture as "Gifu Plastics Smart" (accommodation and food service establishments) ※	103 (FY2023)	91	106	103	123	145	-	"

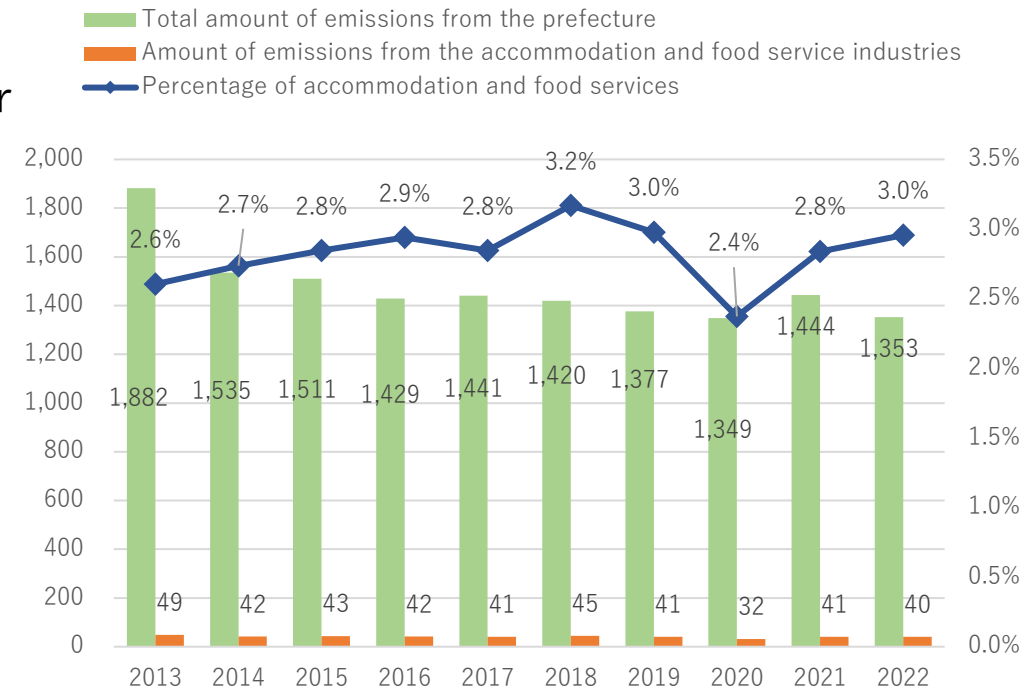
※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

# 2.12 Actions for Climate Change

To achieve carbon neutrality by 2050, we are advancing initiatives such as energy conservation measures, promoting the adoption of renewable energy, and forest carbon sink measures. As of FY2022, our prefecture’s emissions had decreased by 28.1% compared to FY2013, and the progress is generally on track. On the other hand, while the accommodation and food services sector recorded its second-lowest emissions in the past 10 years—second only to the emissions in COVID-19 pandemic period—the rate of reduction was only 18.4% compared to FY2013.

To achieve the emission reduction target set by the prefecture for fiscal year 2030 (a 48% reduction compared to fiscal year 2013), we will continue to promote energy-saving measures while working to expand the generation and utilization of renewable energy in the region.

Greenhouse Gas Emissions:10,000 t - CO2



Item	Indicators	Initial Value	2020	2021	2022	2023	2024	Target Value ("-"if not applicable)	Data Source
Mitigation	Greenhouse Gas Emissions ※	13,770,000 tons of CO2 equivalent (FY2019)	13,490,000 tons of CO2 equivalent (FY2020)	14,440,000 tons of CO2 equivalent (FY2021)	13,530,000 tons of CO2 equivalent (FY2022) preliminary results	—	—	9,800,000 tons of CO2 equivalent (FY2030)	Gifu Prefecture Energy Conservation and Renewable Energy Society Promotion Division, "Gifu Prefecture Global Warming Prevention and Climate Change Adaptation Plan"
	Greenhouse Gas Emissions in "Accommodation and food services" (preliminary results only) ※	410,000 tons of CO2 equivalent (FY2019)	320,000 tons of CO2 equivalent (FY2020)	410,000 tons of CO2 equivalent (FY2021)	400,000 tons of CO2 equivalent (FY2022) preliminary results	—	—	—	"
Adaptation	Number of registrations of agricultural product varieties newly bred by the prefecture (improvement of agricultural product varieties adapted to climate change, etc.) (cumulative total)	unmeasured	—	4	9	11	16	10(2025)	Gifu Prefecture Agricultural Policy Division, "Gifu Basic Plan for Agriculture and Rural Areas"

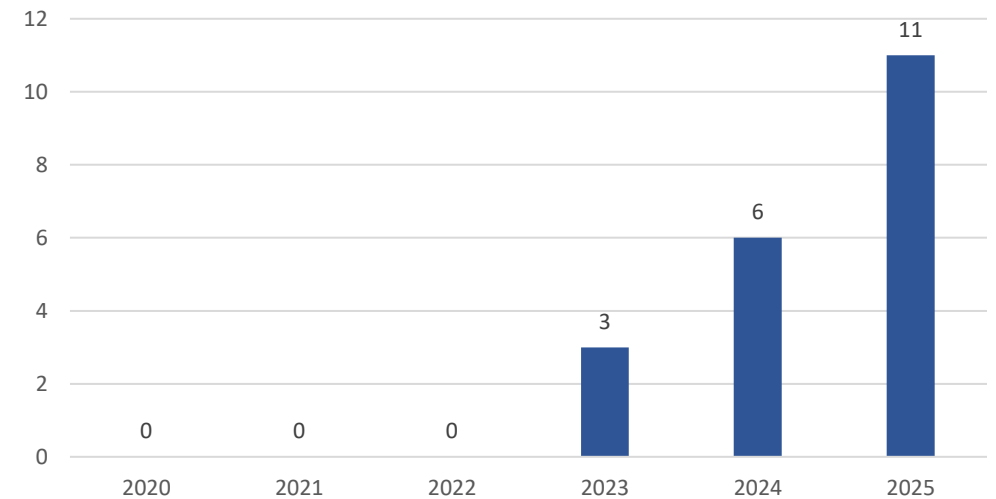
※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

## 2.13 Natural Environment Conservation

In our prefecture, where forests cover approximately 80% of the land area, we are promoting the “forest service industry.” This initiative creates new employment and income opportunities in mountain villages by utilizing valuable forest spaces across diverse fields such as health, tourism, and education.

The Gifu Forest Living Promotion Council, formed by individuals and organizations engaged in this industry, has been established. Its activities, including information dissemination, seminars, and the experiential event “Gifu Forest Festival,” are leading to new business ventures. As a result, the number of forest service industry entrepreneurs is steadily increasing (11 persons).

Number of Forest Service Industry Startups (Cumulative): Persons



※ Indicators measured in the fiscal year (April-March). FY2021 is from April 2021 to March 2022.

Item	Indicators	Initial Value	2020	2021	2022	2023	2024	2025	Target Value ("-"if not applicable)	Data Source
Conservation of the natural environment	Designated areas and acreage of nature conservation areas	16areas,2,957ha (2019)	16areas,2,957ha	16areas,2,957ha	16areas,2,957ha	16areas,2,957ha	16areas,2,957ha	16areas,2,957ha	—	Gifu Prefecture Environment and Citizen Support Policy Division
	Total number of nationally and prefecturally designated natural monuments※	229 (FY2023)	231	229	229	229	229	227	—	Gifu Prefecture Cultural Heritage Division
	Number of holding biodiversity-related courses, etc.※	28 (FY2023)	6	5	28	32	20	20 (at the end of November)	70(FY2027)	Gifu Prefecture Environment and Citizen Support Policy Division, "The Sixth Gifu Prefecture Basic Environmental Plan"
	Number of efficient river cleanups through watershed cooperation	31 (2022)	19	19	31	34	24	—	Total100 (Cumulative total for 2022-2026)	Gifu Prefecture River Management Division
Utilization of natural resources	Area of environmental conservation forests maintained※	1,713ha(FY2021)	1,713ha	1,532ha	1,596ha	1,462ha	1,357ha	—	2,100ha(FY2027)	Gifu Prefecture Forestry Utilization Promotion Division
	Number of participants in experience programs at the Nagara River Ayu Park (cumulative total)※	19,342 (FY2019)	21,635	19,901	32,063	38,647	—	—	100,000 (Cumulative total for FY2020-2024)	Gifu Prefecture Satokawa Promotion Division, "GIAHS Conservation Plan"
	Number of groups registered as players of the World Agricultural Heritage “Ayu of the Nagara River System” ※	88 (FY2019)	89	89	91	95	—	—	100 (FY2024)	—
Green tourism	Number of forest service industry entrepreneurs (cumulative total)※	0 (FY2021)	0	0	0	3	6	11 (as of January)	20(FY2027)	Gifu Prefecture Forestry Utilization Promotion Division
	Number of people experiencing agriculture, forestry, and fishery※	214,000(FY2020)	100,000	159,000	178,000	267,000	276,000	—	300,000(FY2026)	Gifu Prefecture Rural Development Division

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